



Testimony of Ashley Zane  
Government Affairs Associate, CBIA  
Before the Higher Education and Employment Advancement Committee  
Hartford, CT  
March 8, 2022  
Testifying in Support of:

**SB 3: AN ACT REQUIRING THE BOARD OF REGENTS FOR HIGHER EDUCATION TO DEVELOP SEMINAR PROGRAMS FOR SMALL BUSINESSES.**

My name is Ashley Zane and I am a Government Affairs Associate for the Connecticut Business and Industry Association. CBIA is Connecticut's largest business organization, with thousands of member companies, small and large, representing a diverse range of industries from across the state. Ninety-five percent of CBIA member companies have 100 or fewer employees.

I am here in support of SB 3, An Act Requiring the Board of Regents for Higher Education to Develop Seminar Programs for Small Businesses. This bill would allow the Board of Regents to develop seminar programming for small businesses, twenty-five or fewer employees, including coursework on electronic commerce, social media, and virtual currency.

The COVID-19 pandemic highlighted the need for companies to be able to quickly pivot their business model to an online format. However, many small companies do not have the ability to invest time and resources into researching best practices. CBIA strongly supports the creation of these seminars as a way for these small companies to easily access material from a reputable source.

CBIA recommends specifically including programming on cybersecurity training in this bill. While electronic commerce opens the door to new opportunities and customers, it also opens the door to fraud and cybercrime which has dramatically increased across the country. Many cyber criminals look to gain access to smaller companies as a way access larger partners and customer information. CBIA supports efforts to ensure companies can adapt, but we should be encouraging responsible electronic commerce that protects the business and the consumer.

CBIA hopes that you will pass this bill out of committee with the suggested modification, and we look forward to working with you on this throughout the session.